

Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda

**Tuesday, August 31, 2004
10 a.m. – 4:30 p.m.**

California Department of Health Services
Training Rooms B and C (First Floor)
1500 Capitol Avenue
Sacramento, California

10:00 – 10:15	Welcome and Introductions	Kirk Kleinschmidt
10:15 – 10:20	Approval of Minutes from the June 1, 2004, Meeting; Correspondence; Announcements	Kirk Kleinschmidt
10:20 – 10:35	Environmental Developments <u>Expected outcome:</u> Discuss major tobacco-related news	Kirk Kleinschmidt
10:35 – 10:50	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn status of tobacco-related legislation, including budget process• Determine TEROC position on legislation	Greg Oliva, Department of Health Services (DHS)
10:50 – 11:30	Budget Update; Department of Finance (DOF) <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn highlights of the Proposition (Prop) 99 fiscal year (FY) 2004-05 budget for California Department of Education (CDE), DHS, and Tobacco Related Disease Research Program (TRDRP)• Learn about the revenue projection process• Understand roles of DOF and Board of Equalization (BOE) in determining revenue projections• Learn basis for the Prop 99 Reserve and redirection of funds from the Prop 99 Unallocated Account to Mental Health• Learn preliminary projections for the Governor's FY 2005-06 budget for CDE, DHS, and TRDRP	Joe Shinstock, DOF

11:30 – 12:00	<p>Board of Equalization Update</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn status of licensing implementation and compliance • Learn revenue projections based on enforcement actions against counterfeit/smuggled cigarettes • Understand basis for the additional Prop 99 funds designated for BOE to administer the new coding system on tobacco stamps 	Dennis Maciel, BOE
12:00 – 1:15	LUNCH BREAK	
1:15 – 1:45	<p>Review of the July 19, 2004 Special Meeting</p> <p><u>Expected Outcome:</u></p> <ul style="list-style-type: none"> • Discuss prioritized strategies for the six Master Plan (MP) objectives to be achieved in the remaining period of the plan • Review policy recommendations for improving access to cessation services in California • Learn Los Angeles Local Lead Agency response to Project Directors Association funding proposal 	Kirk Kleinschmidt
1:45 – 2:00	<p>Life Skills Training in California Schools</p> <p><u>Expected Outcome:</u></p> <ul style="list-style-type: none"> • Learn about preliminary findings of an in-depth study of the tobacco industry involvement in the Life Skills Training 	Lev Mandel, University of California, San Francisco
2:00 – 2:30	<p>Department of Education Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn update on status of Tobacco Use Prevention Education Task Force recommendations • Learn recent program updates in relation to MP 	Meredith Rolfe John Lagomarsino
2:45 – 3:15	<p>Department of Health Services Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn highlights of the new California Tobacco Survey • Review program updates in relation to MP • Review new ads produced and learn of new creatives • Hear progress on new ad concepts, focus group responses, and approval status 	Dileep G. Bal David Cowling Colleen Stevens
3:15 – 3:30	BREAK	

3:30 – 3:50	University of California – TRDRP Report <u>Expected outcome:</u> Learn recent program updates in relation to MP	Charles DiSogra
3:50 – 4:10	Public Questions and Comments	Kirk Kleinschmidt
4:10 – 4:30	Member Discussion <u>Expected outcome:</u> Hear member issues and suggestions for TEROC action	Kirk Kleinschmidt
4:30	Adjourn	
	Next TEROC Meeting: December 6, 2004, Sacramento	

For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or email kjerauld@dhs.ca.gov